

**WHAT IS CLAIMED IS:**

1. A method for creating a personalized multimedia content, comprising:  
conducting an interactive online interview of a user;  
compiling data based on responses of the user to the interview;  
5 analyzing the compiled data to create the personalized multimedia content;  
and  
distributing the personalized multimedia content to at least one of a host  
and a sponsor to facilitate marketing efforts.
2. The method of claim 1, wherein the marketing efforts include at least one of a  
10 one-to-one marketing effort, an inventory control, and a resell of the personalized  
multimedia content.
3. The method of claim 2, wherein the resell of the personalized multimedia  
content is done with permission by the user.
4. The method of claim 1, wherein the personalized multimedia content is  
15 created in real time.
5. The method of claim 1, further comprising integrating the personalized  
multimedia content with a customer relationship management (CRM) system of the  
host or the sponsor.
6. The method of claim 1, wherein the personalized multimedia content is  
20 distributed in key demographic markets.
7. The method of claim 1, wherein the personalized multimedia content can be  
customized to a specific market or commercial needs of the host or the sponsor.

8. The method of claim 1, wherein the personalized multimedia content can increase online traffic, encourage repeat to the host or sponsor's site, and generate new revenue streams.
9. The method of claim 1, further comprising linking the personalized multimedia content with existing related contents or events.
10. The method of claim 1, wherein the creation of the personalized multimedia content stage enhances sponsorship opportunities by at least one of promoting products and services, and creating marketing and promotional activities based on the compiled data.
11. The method of claim 1, wherein creation of the personalized multimedia content is driven by at least one of an event, a product, and a survey.
12. The method of claim 1, wherein the interactive online interview is voice hosted.
13. The method of claim 1, wherein the interactive online interview is conducted by at least one of a voice moderator, an interviewer, a pre-programmed script, and a multimedia audiovisual moderator.
14. The method of claim 13, wherein the pre-programmed script includes different variations based on the user's response to a specific question.
15. The method of claim 1, wherein output of the personalized multimedia content includes at least one of a text output, an audio output, and a video output.
16. The method of claim 1, wherein the personalized multimedia content is stored in a personal file.

17. The method of claim 1, wherein the personalized multimedia content is linked to a Web site.

18. The method of claim 17, wherein the personalized multimedia content can be shared by others including family and friends by accessing the Web site.

5 19. The method of claim 18, wherein the family or friends can add their own thoughts or perspectives to the personalized multimedia content.

20. The method of claim 1, wherein the interactive online interview involves at least one of entering text, uploading video, uploading audio, uploading graphic content, uploading archival information, and selecting from a menu of multimedia  
10 objects.

21. The method of claim 20, wherein the archival information includes at least one of a licensed access to a photograph, a famous speech, a map, and any information that the user may want to add to the personalized multimedia content.

22. A method for creating a business plan among workgroups, comprising:  
15 conducting an interactive online interview of each of the workgroups using a pre-programmed script;

developing a profile for each of the workgroups based on responses by the workgroups to the pre-programmed script; and

creating the business plan based on the profiles of the workgroups.

20 23. A server operating in a network environment, comprising:  
an interface that outputs information to and receives information from a user;

a database, operationally coupled to the interface, for storing computer

readable instructions; and

a processor, operationally coupled to the interface and the database, for executing the computer readable instructions to create a personalized multimedia content of the user.

- 5     24. A system for creating an interactive personalized multimedia content, comprising:

a computer for a user to request and access information via a network in order to create the personalized multimedia content;

- 10     a server for executing computer readable instructions to create the personalized multimedia content; and

the network, operationally coupled to the computer and the server, for providing communication between the computer and the server.

25. The system of claim 24, wherein the personalized multimedia content is created in real time.